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UNIVERSITY OF TORONTO

DIVISION OF UNIVERSITY EXTENSION

DEPARTMENT OF BUSINESS, ENGINEERING, NURSING AND SPECIAL PROGRAMMES
84 QUEEN'S PARK, TORONTO 5, ONTARIO

INDUSTRIAL MARKETING CERTIFICATE PROGRAMME

In co-operation with the Industriol Morketers of Toronto

QUALIFICATIONS FOR ADMISSION

University admission requirements (senior matriculation), or of age 25 or older with experience in the fields covered by the program or having obtained a minimum of 60% in one senior matriculation subject.

Upon successful completion of this program candidates will receive a certificate from the Industrial Marketers of Toronto.

For detailed information phone 928-2400 or write to:
INDUSTRIAL MARKETING,
DIVISION OF EXTENSION,
UNIVERSITY OF TORONTO,
TORONTO 5, ONTARIO.

FOR WHOM

This Industrial Marketing Program has been designed to provide a firm theoretical and practical base for individuals who choose to increase their professional knowledge and competence in the marketing function in industrial marketing in particular. Registrants must be capable of handling work at the university undergraduate level.

THE PROGRAM

Courses normally consist of 25 two-hour sessions given once a week. Where a course is less than 25 sessions, this is noted. Successful candidates must obtain a "C" grade (i.e. 60%) or better in at least 4 of 6 full courses or equivalents, and a pass in all of them. All courses are conducted on the St. George Campus unless indicated.

OBLIGATORY

Marketing Management

An introductory course covering the fundamental elements of marketing in today' s world. Available from three separate instructors, each with a different emphasis.

Mondays, 6:30 - 8:30 p.m., commencing September 22. Thursdays, 7:00-9:00 p.m., commencing September 25 (Erindale Campus). Fee: $85.00

Industriol Morketing

This course is given for those who are interested in the application of modern marketing techniques to the marketing of industrial products and services.

Mondays, 7:30 - 9:30 p.m., commencing September 22. Fee: $85.00

Sales Management

Included in this course are the following topics of study: personal selling as a part of the marketing mix, nature of the selling job, recruiting and selecting salesmen, training and development, sales control, compensation, territory allocation and evaluation, sales organization, and co-ordination with related functions.

Tuesdays, 7:30 - 9:30 p.m., commencing September 23. Fee: $85.00

Advertising and Sales Promotion

This course studies the objectives and methods of advertising and promotion together with their place in marketing strategy. Topics are presented from the viewpoint of the potential manager of the advertising and promotion function.

Wednesdays, 7:00 - 9:00 p.m., commencing October 8. Fee: $40.00 (10 sessions)

OPTIONAL

Economics — An Intraductian

The elements of economic theory will be developed and illustrated with reference to contemporary economic problems.

Tuesdays, 7:00 - 9:00 p.m., commencing September 23. Thursdays, 6:00 - 8:00 p.m., commencing September 25. Fee: $85.00

Communications

The concepts and processes of face-to-face communications, as well as communications in small and large groups, will be examined in depth. The course will deal with the mechanics and problems of oral and written communications as well as the relationship between communications and behaviour.

Tuesdays, 6:30 - 8:30 p.m., commencing September 23. Thursdays, 6:30 - 8:30 p.m., commencing September 25. Fee: $85.00

Internotianal Marketing

Accepting the universal application of marketing principles, this course recognizes that foreign markets present the businessman with a combination of economical, political and social variables different from the domestic market. Some of these variables dominate the foreign market environment and dictate the businessman' s overall marketing strategy.

Wednesdays, 6:30 - 8:30 p.m., commencing October 8.
Fee: $65.00 (20 sessions)

Budgetary Controls

This course will include the study of the nature and purpose of budgets; benefits to be gained and disadvantages to be avoided. Types of budgets will include those used for sales or revenue, purchases or production costs, selling expenses, general and administrative expenses, other expenses, cash and capital expenditures.

Mondays, 6:00 - 8:00 p.m. commencing October 6.
Fee: $40.00 (10 sessions)

Send to:

Division of Extension
University of Toronto
84 Queen's Park
Toronto 5, Ontario

Please send me your calendar containing complete information about the Industrial Marketing Certificate Programme.

Name.....

Address.....

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